This listing of claims replaces all prior versions, and listings, of claims in this application.

Listing of Claims:

1. (Currently Amended) A system for determining inventory comprising:

a fixture adapted to hold a first collection of merchandise and a second collection of merchandise,

the first collection of merchandise comprising at least one item with an associated first radio frequency identification (RFID) tag, and

the second collection of merchandise comprising at least one item with an associated second RFID tag;

a first reader disposed on the fixture closer to the first collection than the second collection, wherein the first RFID tag and the second RFID tag are within the first reader's data reading range, and wherein the first reader is adapted to read data from the first RFID tag but not the second RFID tag; and

a second reader disposed on the fixture closer to the second collection than the first collection, wherein the first RFID tag and the second RFID tag are within the second reader's data reading range, and wherein the second reader is adapted to read data from the second RFID tag but not the first RFID tag

~~a first reader disposed on the fixture and proximate the first collection of merchandise, wherein the first reader is adapted to interrogate the first RFID tag and retrieve information related to the first RFID tag; and~~

~~a second reader disposed on the fixture and proximate the second collection of~~

~~merchandise, and wherein the second reader is adapted to interrogate the second RFID tag and~~

~~retrieve information related to the second RFID tag,~~

~~wherein the system is adapted to associate data retrieved by the first reader with the first~~

~~collection of merchandise but not the second collection of merchandise, and~~

~~wherein the system is adapted to associate data retrieved by the second reader with the~~

~~second collection of merchandise but not the first collection of merchandise.~~

2. (Original) The system according to claim 1, wherein the first collection of merchandise

includes a second item with an associated RFID tag.

3-5. (Canceled)

6. (Currently Amended) The system according to claim 1, wherein the ~~fixture~~ <u>system</u> is capable

of sensing available inventory disposed on the fixture in near real time.

7. (Previously Amended) The system according to claim 1, wherein the system is capable of

sensing whether the at least one items are properly located on the fixture.

8. (Currently Amended) A method for determining inventory comprising:

associating a first radio frequency identification (RFID) tag with a first item of

merchandise;

placing the first item at a first location of a fixture;

placing an RFID reader proximate the first location of the fixture, wherein the first

location is within the RFID reader's data reading range;

interrogating the first RFID tag associated with the first item with the RFID reader;

associating a second RFID tag with a second item of merchandise;

placing the second item at the first location;

associating a third RFID tag with a third item of merchandise;

placing the third item at a second location of the fixture, wherein the second location is

within the RFID reader's data reading range; and

associating data read by the RFID reader with at least one tag in the first location but not

with the third RFID tag

interrogating tags within the RFID reader's data reading range;

reading data from the first RFID tag and the second RFID tag; and

excluding data from the third RFID tag.

9-11. (Canceled)

12. (Previously Amended) The method according to claim 8, further comprising:

placing a second RFID reader proximate the second location ~~and associating data read by the second RFID reader with at least one RFID tag in the second location but not with the first RFID tag and the second RFID tag in the first location,~~ wherein the first location and the second location are within the second RFID reader's data reading range;

interrogating tags within the second RFID reader's data reading range;

reading data from the third RFID tag; and

excluding data from the first RFID tag and the second RFID tag.

[3-34. (Canceled)]

35. (Currently Amended) A method for tracking consumer interest in garments of a retail store comprising:

associating a radio frequency identification (RFID) tag with each garment, wherein the RFID tag includes style information of its garment;

scanning the RFID tagged garments that are taken to a fitting room of the retail store; ~~and~~

compiling the style information of the RFID tagged garments that are taken to the fitting room;

determining, from the compiled style information, consumer interest in a style based on the frequency by which garments associated with the style are taken to the fitting room; and

reporting the consumer interest to a user.

36. (Currently Amended) ~~The~~ A method ~~of claim 35, further~~ for tracking consumer interest in garments of a retail store comprising:

associating a radio frequency identification (RFID) tag with each garment;

scanning the RFID tagged garments to determine their display locations on a sales floor of the retail store;

scanning the RFID tagged garments that are taken to a fitting room of the retail store; ~~and~~

compiling the display locations of the RFID tagged garments that are taken to the fitting room;

determining, from the compiled display locations, display locations that attract greater consumer interest based on the frequency by which garments associated with the display locations are taken to the fitting room; and

reporting the display locations to a user.

37. (Currently Amended) ~~The~~ A method ~~of claim 35, further~~ for tracking consumer interest in garments of a retail store comprising:

associating a radio frequency identification (RFID) tag with each garment, wherein the RFID tag includes style information of its garment;

scanning the RFID tagged garments that are taken to a fitting room of the retail store; ~~and~~

compiling the style information of the RFID tagged garments that are taken to the fitting room;

scanning, from among the RFID tagged garments that are taken to the fitting room, the

RFID tagged garments that are purchased;

comparing the RFID tagged garments that are taken to the fitting room with the RFID

tagged garments that are purchased; and

identifying the RFID tagged garments that are taken to the fitting room but not

purchased;

determining, from the compiled style information, style information associated with the

RFID tagged garments that are taken to the fitting room but not purchased; and

reporting to a user the style information associated with the RFID tagged garments that

are taken to the fitting room but not purchased.

38-42. (Canceled)

43. (New) The method of claim 36, further comprising moving additional garments to the display

locations that attract greater consumer interest.

44. (New) The method of claim 37, further comprising determining modifications needed to

garment styles that correspond to the style information associated with the RFID tagged

garments that are taken to the fitting room but not purchased.

45. (New) The method of claim 44, wherein the modifications relate to one of fit and detailing.